

FARMESILLA

FARM TO MARKET



SUBJECT

→ Invitation to Participate in our 1st ADOVADA de MESILLA at FARMesilla

JOIN US for SOMETHING NEW!

FARMesilla's kicking off 'ADOVADA de MESILLA', our first-ever ADOVADA SHOWDOWN, and we'd love for you to join us! Showcase your awesome recipe and go for the 'PEOPLE'S CHOICE AWARD' and the 'GRAND AWARD'.

EVENT DETAILS

- **EVENT NAME:** ADOVADA de MESILLA
- **EVENT TYPE:** Friendly Southern New Mexico Adovada Showdown
- **EVENT DATE:** Saturday, May 31, 2025
- **TIME:** 11:00 AM - 4:00 PM
- **LOCATION:** FARMesilla
1840 Avenida de Mesilla
Mesilla, NM 88005
☎ (575) 652-4626

WHY PARTICIPATE?

- LAUNCH THE TRADITION: Las Cruces and surrounding counties, let's make ADOVADA de MESILLA our own! Showcase Southern New Mexico's Adovada to the community and visitors. Join us, and build a lasting local tradition.
- ENGAGE WITH COMMUNITY: Connect with residents and visitors who are passionate about Southern New Mexican cuisine.
- FRIENDLY COMPETITION & RECOGNITION: Compete in a fun and supportive environment, with the winning restaurant receiving prominent recognition and awards.

MEDIA SUPPORT

We are actively pursuing media partnerships with the following organizations to enhance the visibility of the Southern New Mexico Adovada Showdown:

- QLM MEDIA
- EDIBLE NEW MEXICO
- NEW MEXICO MAGAZINE
- VISIT LAS CRUCES
- CRUCES CULTURE

ADOVADA [ah-doh-vah-dah]

Slow-cooked tender pork, infused with the deep, earthy spice of New Mexico Red Chile, the terroir of the land, makes it a quintessential and flavorful culinary tradition. While pork is classic, variations with beef, chicken, or vegetarian options are also prepared.

QUALIFYING ADOVADA VARIETIES (may submit up to 2)

- ☐ PORK (TRADITIONAL)
- ☐ BEEF
- ☐ CHICKEN
- ☐ VEGETARIAN
- ☐ VEGAN

WINNERS & AWARDS

GRAND AWARD

JUDGED by a 3-PERSON BLIND PANEL from NMSU

→ Award TBA, dependent on sponsorship

PEOPLE'S CHOICE AWARD

VOTED by EVENT ATTENDEES

→ Award TBA, dependent on sponsorship

Participate in the Southern New Mexico Adovada Showdown! - Entry Fee: \$150

Your entry fee unlocks a comprehensive package designed to maximize your exposure and enhance your experience.

- EXCLUSIVE RECOGNITION: Secure your place as a participant in the inaugural Southern New Mexico Adovada Showdown, earning prestigious bragging rights.
- EXTENSIVE MARKETING SUPPORT: Benefit from collaborative promotional efforts, reaching a wide audience and amplifying your brand. (We encourage active participation in marketing initiatives).
- RETAIL OPPORTUNITY: Showcase your brand's salsa, merchandise, etc. at the event.
- ON-SITE BRAND VISIBILITY: Display your provided banner or signage in a prominent location.
- COMPETITIVE AWARDS: Compete for the coveted "People's Choice Award" and the prestigious "Grand Award."

Attendee Tickets*

- ADVANCE ONLINE PURCHASE: \$25 per person
- EVENT DAY/AT GATE: \$30 per person
- EXPECTED ATTENDANCE: 200 (maximum 250-300)

*Ticket Includes:

- TASTINGS from all ADOVADA booths (NOTE: Samples are provided by each vendor)
- FIVE TASTING POURS at the BEER GARDEN/LIQUOR BOOTHS.
- LIVE MUSIC ALL DAY

LIQUOR / BEER TASTING BOOTHS

(Beer Garden / Gated Off / Under Pavilion)

- LITTLE TOAD CREEK LAS CRUCES
- DRY POINT DISTILLERS
- RED RIVER BREWING COMPANY & DISTILLERY
- LA CUMBRE BREWING CO.
- TRACTOR BREWING COMPANY
- ICE BOX BREWING

Preliminary Event Logistics

FARMesilla's Commitment:

FARMesilla is dedicated to ensuring a successful event and will provide: a strong advertising and marketing campaign leading up to the event date; live music, event space and parking; restroom facilities; tables; canopy/tent; tasting cups and utensils; trash and recycling disposal; event ticket and cash handling; and additional event support.

Restaurant Participant Responsibilities:

- Obtain a Temporary Food Establishment (TFE) permit.
- Adhere to NM Environment Dept. sanitary requirements.
- Prepare & serve (200) x (3oz) adovada samples (18 quarts).
- Provide chafers/fuel, serving utensils.
- Provide optional signage/banner.
- Handle onsite sales of your businesses branded merch.
 - (Adovada is pre-sold as part of the event).

Adovada de Mesilla Event Commitment Form

NEXT STEPS

We're thrilled you're interested in joining us for the Adovada de Mesilla Event!

- **EXPRESS YOUR INTEREST:** To let us know you're considering participating, please reach out to Justin Garcia at farmstore@farmesilla.com by April 30th, 2025.
- **SECURE YOUR SPOT:** If you're ready to commit now, simply complete the commitment form below and submit your 50% non-refundable deposit. Please note, we are only accepting 10 restaurant participants, so spots are limited and will be filled on a first-come, first-served basis.
- **EVENT DETAILS TO FOLLOW:** Upon confirmation of your participation, we will send you comprehensive details regarding registration, event logistics, and everything you need to know to prepare for the event.

Event Details:

- **EVENT NAME:** ADOVADA de MESILLA EVENT | **DATE:** May 31, 2025
- **PARTICIPATION COST:** \$150
- **TWO REPRESENTATIVES PER PARTICIPATION**

Commitment:

By signing below, I confirm my commitment to participate in the ADOVADA de MESILLA EVENT on May 31st, 2025, and agree to fulfill the RESTAURANT PARTICIPANT RESPONSIBILITIES outlined on page 2.

PAYMENT TERMS:

- **NON-REFUNDABLE DEPOSIT:** 50% of the total event cost (\$75).
 - Payable to: FARMesilla, LLC
 - Due: Upon submission of this commitment form.
- **REMAINING BALANCE:** (\$75) Due May 10, 2025.

Agreement:

I acknowledge and agree to the payment terms outlined above, including the non-refundable nature of the deposit.

PARTICIPANT INFORMATION:

- **BUSINESS NAME:** _____
- **SIGNATURE:** _____
- **PRINTED NAME:** _____
- **DATE:** _____
- **EMAIL ADDRESS:** _____
- **PHONE NUMBER:** _____

Please return this completed form along with your deposit to FARMesilla, LLC.

Thank you for your interest! We look forward to celebrating with you.

Sincerely,


Your Friends at FARMesilla 

FARMesilla

Farm-Store and Eatery

1840 Avenida de Mesilla

Mesilla, NM 88005

 **(575) 652-4626**